Note for Terry, Maarten

From: Baca, Carl (LBC)

Date: Wed, Nov 8, 1995 8:16 PM

Subject: 2nd revised racing direct schedule

To: Terry, Maarten; Salzman, Michelle

Cc: Piskor, Stephen; Boggs, Lisa (LBC); Castillo, Adriana (LBC); Wolf, John (LBC); Weberski, Dan (LBC); Rudziewicz, Joe (LBC); Ivory, John (LBC); Sharp, Dean (LBC)

Per your request, the following Racing direct mail production schedule includes dates for an additional proofing opportunity and gives more details with the card production.

Initial count comments.....w/o 11/13
Second round comps to PM.....11/15
Approval for new card comp only.....11/17
Final approval for mailing comp.....11/27
Card A&K to PM.....11/27
Approved card A&K to LBC0.....11/28
Begin Card separations.....11/29
Mailing A&K to PM.....12/7
Approved mailing A&K to LBCo.....12/8
First Card proof to PM.....12/8
Card proof comments to LBCo.....12/9
Begin mailing separations.....12/11
Count approval.....12/12
Miami tapes to vendor.....12/19
First mailing proofs to PM.....12/19
Mailing proof comments to LBCo.....12/20
Revised Card proofs to to PM.....12/20
Card proofs approved.....12/22
Card film to printer.....12/22
Revised mailing proofs to PM.....12/28
Card printing, laminating, & mag. strip application.....12/28-1/16
Mailing proofs approved.....12/29
Film to printer.....12/29
Begin embossing Miami names.....1/11
Laser sign-offs approved.....1/12
Insertion samples to PM.....1/15
Insertion samples approved.....1/16
Maimi materials due to lettershop.....1/18
Drop Miami (approx. 100M).....1/22

Tapes due for remaining markets.....1/8
Emboss remaining market names.....1/22-2/2
Materials to lettershop for remaining markets.....1/29
Drop remaining markets (approx. 1.9MM).....2/15

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